



Clarence Williams

"Where can I adopt a baby?"



William McDonald

Two year Safety Award winner

A man who spends a good deal of his leisure time "riding the lines" to familiarize himself with the entire Railway operation, Jim Elliott, now with the Railway 26 years was once known as "The Kid" and except for a stint with the Combat Engineers during World War II has been with the Railway most of his life.

Newest member of the Information Bureau team is William McDonald who started to work for the Market Street Railway in 1923 as a conductor on the old No. 4 line running from the Ferry Building, out Eddy Street to Golden Gate Park and Sixth Avenue. Bill is a National Safety Council Two Year Award winner, and is usually found out rock fishing on his days off.

As a conductor for two years, an assistant dispatcher and acting dispatcher for six years and a receiver for one year, Bob Williams has been on both the asking and answering end of Railway operation.

His two years as a platform man on the "N" line answering questions came in handy recently when a visitor to San Francisco, apparently bemused asked, "Can you please tell me how to get to Catalina Island?" After informing her that this was San Francisco, not Los Angeles, she replied very courteously, "Oh yes, thank you, I must be in the wrong city."

If you have found this pamphlet concerning your transit system of interest may we ask you to pass it on to a friend? Thank you.

San Francisco Municipal Railway



Several weeks ago the Municipal Railway's Information Bureau processed its 1,419,397 telephone call, and, incidentally, celebrated an anniversary of sorts — four very busy years of continuous operation.

Apparently some of our old friends were aware of this fact for they sent us congratulations on a job well done and suggested it might be a good idea if we turned the telephone receiver around, so to speak, and give our passengers a little information on the Bureau.

As we said before, this department was established a little over four years ago by your Municipal Railway as an added service to passengers who daily ride the more than 60 lines of the system. For the first full week of operation about 4,000 telephone calls were received at 949 Presidio Avenue, the Bureau's present location and main headquarters of the Railway.

Last week the Information Bureau received 7,241 calls, over 1,000 a day!

Although most queries concern "how to get where by what" the Bureau is also responsible for and processes telephone calls and letters involving service, courtesy, scheduling, line changes and other phases of Railway operation.

Each complaint is written up on a special Passenger Service Report and immediately sent to the proper department or division responsible for investigation and action. When this Passenger Report is completed, a written reply is sent to the person making the query informing him of the appropriate action taken.



Warren Jester

*Service above and beyond
the call of duty!*



James Elliott

*Over 26 years of Railway
service*



Robert Williams

*"—Small difference
of 400 miles"*



Patrick Regan

*"Worked more lines than
you can name"*

In this way the Bureau provides a vital link between Municipal Railway management and the wishes and desires of our 650,000 passengers daily who ride the 1,152 coaches, streetcars and cable cars of the system.

Fortunately the Bureau is staffed with six information supervisors (with three usually on duty at one time) and is open from 7:00 a.m. to 10:00 p.m. seven days a week. Calls received after 10:00 p.m. are switched to one of the five divisions concerned with the particular line or area you are inquiring about.

Sometimes all telephone lines to the Information Bureau are tied up, as you can easily imagine, and your call is then necessarily switched to a division. If possible, however, we would appreciate it if you would call back a little later as we know you will get faster, more complete service in the handling of your request by the Bureau which is specifically set up for that purpose.

If you should ever drop in room 212 at the Railway's Geary and Presidio headquarters (and we sincerely hope you will) you would find a fairly small office but literally crammed to the ceiling with Rand McNally city maps, Department of Public Works charts, City Planning Commission diagrams, private development plans, plus all the usual records of Railway operation such as transfer rule books, information pamphlets, up to the minute schedule plans and rotation tables which give the pull-in and pull-out times of all vehicles on the 60 lines of the system, check points along the route and other vital information.

It is actually amazing the amount of detail and wealth

of information that is stored in the minds of the men on duty at the Bureau. And they are proud of the fact that they are seldom stumped, although Clarence Williams was stopped short one day when a woman asked, "Where can I adopt a baby?" After a moment's thought he finally suggested calling the S. F. Medical Society.

Nicknamed "Cactus Will" by the rest of the men with the Bureau, Clarence spends most off-duty hours caring for his famous collection of odd and unusual cactus plants.

Pat Regan has put in almost 30 years working for the Municipal Railway, starting out as a motorman in 1929. He's watched the system grow through the years and has probably worked more lines than the average passenger can name.

Warren Jester, born in 1900 on the Sao Indian Reservation in Rapid City, South Dakota, is a man that believes the title of Information Bureau Clerk has no boundaries. Lady called one day to ask what the fare was to Miami, Florida. He explained that the Municipal Railway was only a city-wide transit system but he would try and find out the information and call her back. So, during a lull in the telephone calls he checked with the airlines, found out the fare, tax, and connections and called her back. She apparently was so pleased with the service she asked him to make a reservation for two right away. By this time he thought it might be easier to order the tickets than to explain again how the Muni is merely a local transit company, etc., etc., so he called the airline back and booked the flight.